

**ATTACHMENT J**  
**QUALITY ASSURANCE SURVEILLANCE PLAN**

1. **PROGRAM MANAGEMENT AND QUALITY CONTROL – 40 POINTS**

A. **Performance Indicator:**

- (1) **Excellent Performance:** The **Program** Manager is always available to the Contracting Officer and COTR, and is knowledgeable in all aspects of the **Service-wide** Sign Management Program. Calls from the Contracting Officer and COTR are responded to immediately. **Program** Manager attends all meetings. Key Personnel are dedicated, always available, and knowledgeable in specific areas of the program. The Environmental Performance Coordinator is extremely knowledgeable in the area pertaining to enhancing the environmental preferability of the signs and environmental compliance of the facilities used in the materials and manufacturing of sign and sign components. The operations manual of the Contractor's policies and procedures is exceptional and well documented. The manual includes work functions in a checklist format and provides a milestone for completion and status. The **Program** Manager ensures that work is always performed in accordance with established schedules and budgets. Communications by the **Program** Manager and Key Personnel are proactive, frequent, clear, and effective in keeping the NPS informed about all aspects of its projects. All procedures and product quality are constantly monitored and exceptionally well documented. The **Program** Manager and Key Personnel frequently anticipates problems, and deals with them with exceptional promptness and in an efficient manner. Through the **Program** Manager's superior management and delivery of superior services and products, the UniGuide program is recognized as a model public communications system within the industry and government.
- (2) **Satisfactory Performance:** The **Program** Manager is available to the Contracting Officer and COTR, and is knowledgeable in most aspects of the **Service-wide** Sign Management Program. Calls from the Contracting Officer and COTR are responded to within 24 hours. **Program** Manager sometimes attends all meetings. Key Personnel are dedicated, available, and knowledgeable in most areas of the program. The Environmental Performance Coordinator is knowledgeable in the area pertaining to enhancing the environmental preferability of the signs and environmental compliance of the facilities used in the materials and manufacturing of sign and sign components. The operations manual of the Contractor's policies and procedures is provided and annually updated. The manual includes work functions in a checklist format and provides a milestone for completion and status.

## **PROGRAM MANAGEMENT AND QUALITY CONTROL**

(Continued)

The **Program** Manager ensures that work is generally performed in accordance with established schedules and budgets. The NPS is kept informed about the program by the **Program** Manager and Key Personnel in a timely, clear and effective manner. All procedures and product quality are monitored and documented. The **Program** Manager and Key Personnel often anticipates problems, and deals with them with promptly.

- (3) **Unsatisfactory Performance:** The **Program** Manager is not available to the Contracting Officer and COTR, and is not knowledgeable in most aspects of the **Service-wide** Sign Management Program. Calls from the Contracting Officer and COTR are not responded to. **Program** Manager does not attend all meetings. Key Personnel are not dedicated, available, or knowledgeable in most areas of the program. The Environmental Performance Coordinator is not knowledgeable in the area pertaining to enhancing the environmental preferability of the signs and environmental compliance of the facilities used in the materials and manufacturing of sign and sign components. The operations manual of the Contractor's policies and procedures is not provided and annually updated. The manual doe not include work functions in a checklist format and provides a milestone for completion and status. The **Program** Manager does not ensure that work is performed in accordance with established schedules and budgets. The NPS is not kept informed about the program by the **Program** Manager and Key Personnel. Procedures and product quality are not properly monitored or documented. The **Program** Manager and Key Personnel rarely anticipates problems, and consistently fails to deal with them appropriately.

- B. **Primary Method of Surveillance:** 100% complete, ongoing, customer complaints
- C. **Level of Surveillance:** A minimum of twice per month and whenever complaints are received from customers.

D. **Evaluation Procedures:** Evaluation of the Contractor's performance under **Program Management and Quality Control** will be based on the following:

	<b>PROGRAM MANAGEMENT AND QUALITY CONTROL – 40 POINTS</b>	<b>Method</b>	<b>U</b>	<b>S</b>	<b>E</b>	<b>Score</b>	<b>Rate</b>	<b>Total</b>
1.	Overall management of the contract by the Program Manager (i.e. assuring that work is performed in accordance with established schedules and budget; information about all aspects of the project are communicated effectively; and proactive review of program to offset problem areas).	Ongoing Completion					<b>1.43</b>	
2.	Availability of <b>Program</b> Manager	Ongoing					<b>1.43</b>	
3.	Knowledge of program by <b>Program</b> Manager	Ongoing					<b>1.43</b>	
4.	Availability of Key Personnel	Ongoing					<b>1.43</b>	
5.	Knowledge of specific aspects of the program by Key Personnel (i.e. assuring that work is performed in accordance the UniGuide Standards; information about all aspects of the project are communicated effectively; and proactive review of projects to offset problem areas)	Ongoing Completion					<b>1.43</b>	
6.	Knowledge of environmental issues by the Environmental Performance Coordinator (i.e. ensuring that products are used and that facilities are in compliance)	Ongoing Completion					<b>1.43</b>	
7.	Effectiveness of the operations manual	Ongoing Completion					<b>1.42</b>	
	<b>Total score</b>							

**U – Unsatisfactory, S – Satisfactory, E – Excellent**

**Comments:**

2. **MANUFACTURING – 40 POINTS**

A. **Performance Indicator:**

- (1) **Excellent Performance:** All signs and sign components are manufactured in accordance with the UniGuide **Sign Standards**. All signs manufactured conform to these specifications in every detail. All signs are made from materials of excellent quality. All signs manufactured evidence superior workmanship. All signs sent to parks are packaged, marked, and shipped. Standard signs and associated sign hardware are up to date and readily available to be shipped within **10** calendar days or earlier from receipt of order. Exceptionally prompt shipment procedures are in place for shipment of these sign types to parks and other locations. Manufacturing and storage facilities are in compliance with federal and state and local environmental requirements. The Contractor is proactive in recommending improvements to manufacturing and delivery procedures.
- (2) **Satisfactory Performance:** All signs and sign components are generally manufactured in accordance with the UniGuide **Sign Standards**. Signs manufactured conform to these specifications. All signs are made from good quality materials. Signs are made from good quality materials. Signs manufactured display good workmanship. Signs sent to parks are packaged, marked, and shipped. All signs sent to parks are packaged, marked, and shipped in accordance with NPS requirements. Standard signs and associated sign hardware are up-to-date and available to be shipped within **10** calendar days from receipt of order.
- (3) **Unsatisfactory Performance:** Contractor shows a recurrent and obvious lack of understanding of **UniGuide Sign Standards**. Signs made by the Contractor do not conform to NPS requirements, are made from inferior materials, and evidence poor workmanship. Packaging, marking, and shipping of signs to parks is not provided. Standard signs and associated sign hardware are not up to date nor available to be shipped within **10** calendar days from receipt of order resulting in lengthy delays of shipment to parks.

B. **Primary Method of Surveillance:** 100% complete, ongoing, sampling and customer complaints

C. **Level of Surveillance:** A minimum of four times each month the evaluators will review completed Task Orders; randomly pull 3 to 50 actions during the performance period; and whenever complaints are received from customers.

D. **Evaluation Procedures:** Evaluation of the Contractor's performance under Manufacturing will be based on the following:

	<b>MANUFACTURING – 40 POINTS</b>	<b>Method</b>	<b>U</b>	<b>S</b>	<b>E</b>	<b>Score</b>	<b>Rate</b>	<b>Total</b>
1.	All sign and sign components are produced in accordance with the UniGuide <b>Sign Standards</b>	Ongoing, Completion Sampling					<b>1.43</b>	
2.	Quality of materials is up-to-standard	Ongoing					<b>1.43</b>	
3.	Quality of workmanship	Ongoing Completion Sampling					<b>1.43</b>	
4.	Completed signs are packaged correctly	Ongoing Completion Sampling					<b>1.43</b>	
5.	Manufacturing and storage facilities are in compliance with federal and state and local environmental requirements	Ongoing Completion					<b>1.43</b>	
6.	Standard Sign Catalog of signs are up-to-date and available for shipment within <b>10</b> calendar days	Ongoing Completion Sampling					<b>1.43</b>	
7.	Enhancements to the manufacturing or delivery process are effective and efficient	Ongoing					<b>1.42</b>	
	<b>Total score</b>							

**U – Unsatisfactory, S – Satisfactory, E – Excellent**

Comments:

### 3. **PLANNING AND DESIGN – 40 POINTS**

#### A. **Performance Indicator:**

- (1) **Excellent Performance:** The Contractor has demonstrated superior **knowledge, skills and abilities** in the area sign planning and design. All senior staff is knowledgeable and conversant with the UniGuide **Sign** Standards. Written plans, drawings, and related specifications describing the purpose, content, fabrication, and placement of UniGuide **Signs** in parks and other locations are prepared and delivered in a complete and timely manner. Comprehensive park sign plans have been prepared that include documentation of existing sign inventories, concept design drawings, production drawings, and written specifications. A well-designed and effective computer system for managing sign plans and production files has been developed.
- (2) **Satisfactory Performance:** The Contractor has demonstrated sufficient **knowledge, skills and abilities** in providing sign planning and design. All senior staff is knowledgeable with the UniGuide **Sign** Standards. Written plans, drawings, and related specifications describing the purpose, content, fabrication, and placement of UniGuide **Signs** in parks and other locations are prepared and delivered. Park sign plans that include documentation of existing sign inventories and associated drawings have been prepared. A computer system for managing sign plans and fabrication files has been developed.
- (3) **Unsatisfactory Performance:** The Contractor has consistently failed to provide planning and design services. Sign plans have not been prepared or have been of such poor quality that they do not aid in managing park sign plans. The planning and design capabilities of the Contractor consistently receive complaints.

#### B. **Primary Method of Surveillance:** 100% complete, ongoing, random sampling and customer complaints

#### C. **Level of Surveillance:** A minimum of two times each month the evaluators will review completed Task Orders; randomly pull 3 **to 50** actions during the performance period; and whenever complaints are received from customers.

D. **Evaluation Procedures:** Evaluation of the Contractor's performance under Planning and Design will be based on the following:

	<b>PLANNING AND DESIGN - 40 POINTS</b>	<b>Method</b>	<b>U</b>	<b>S</b>	<b>E</b>	<b>Score</b>	<b>Rate</b>	<b>Total</b>
1.	Planning and design <b>knowledge, skills and abilities</b> are provided	Ongoing, Completion Sampling					<b>2.00</b>	
2.	Senior staff are knowledgeable about the UniGuide Sign Standards	Ongoing					<b>2.00</b>	
3.	Documents (i.e. written plans, drawings, and related specifications describing the purpose, content, fabrication and placement of the signs in the park) are prepared and delivered	Ongoing Completion Sampling					<b>2.00</b>	
4.	Park sign plans are complete (i.e. include documentation of existing sign inventories and associated drawings)	Ongoing Completion Sampling					<b>2.00</b>	
5.	Management of the sign plans (including production files) is efficient	Ongoing Completion Sampling					<b>2.00</b>	
	<b>Total score</b>							

**U – Unsatisfactory, S – Satisfactory, E – Excellent**

Comments:

#### 4. CUSTOMER SUPPORT – 40 POINTS

##### A. Primary Indicator:

- (1) **Excellent Performance:** The Contractor has a competent, knowledgeable, and dedicated staff that is fully conversant with UniGuide **Sign Standards**. The staff is always available to respond to inquiries regarding the application of standards, planning and design, manufacture and delivery, and installation of signs in a knowledgeable, professional and courteous manner. All information provided is current, accurate and complete. An extensive, fully functional, and reliable system for the indefinite storage of digital computer files needed for fabrication of signs is developed and maintained. A well-organized and well-documented communications system is utilized that maintains a record of contacts with NPS field personnel, maintains inventory control, performs trouble shooting, and follows up with post-delivery communications. An attractive, user-friendly informational website is kept up-to-date and is highly utilized. A state-of-the-art online ordering system is operational and is easy for users to operate. Orders for sign components or services are processed accurately, and in an efficient and timely manner. Procedures for returns, exchanges, and special handling requirements are fully implemented and maintained and posted to the website. All defined reports are always prepared on time, transmitted electronically and are easily accessed by authorized users. **Installation guidance to parks is clearly explained and readily available.**
- (2) **Satisfactory Performance:** The Contractor has a knowledgeable and dedicated staff that is conversant with UniGuide **Sign Standards**. The staff is generally responds to inquiries regarding the application of standards, planning and design, manufacture and delivery, and installation of signs in a knowledgeable, professional and courteous manner. All information provided is usually current, accurate and complete. An adequate system for the indefinite storage of digital computer files needed for fabrication of signs is developed and maintained. A communications system is utilized that maintains a record of contacts with NPS field personnel, maintains inventory control, performs trouble shooting, and follows up with post-delivery communications. An informational website is kept up-to-date. An online ordering system is operational. Orders for sign components or services are processed in a timely manner. **Installation guidance to parks is available.**

Procedures for returns, exchanges, and special handling requirements are implemented and maintained and posted to the website. All defined reports are prepared and transmitted electronically.



### **Customer Support (Continued)**

- (3) **Unsatisfactory Performance:** The Contractor does not have a knowledgeable and dedicated staff that is conversant with UniGuide **Sign Standards**. The staff does not respond to inquiries regarding the application of standards, planning and design, manufacture and delivery, and installation of signs in a knowledgeable, professional and courteous manner. All information provided is not current, accurate and complete. An adequate system for the indefinite storage of digital computer files needed for fabrication of signs is not developed and maintained. A communications system is not utilized that maintains a record of contacts with NPS field personnel, maintains inventory control, performs trouble shooting, and follows up with post-delivery communications. An informational website is not kept up-to-date. An online ordering system is not operational. Orders for sign components or services are not processed in a timely manner. Procedures for returns, exchanges, and special handling requirements are not implemented and maintained and posted to the website. All defined reports are not prepared or transmitted electronically. **Installation guidance to parks is not available or inadequate.**
- B. **Primary Method of Surveillance:** 100% complete, ongoing, and customer complaints
- C. **Level of Surveillance:** A minimum of two times each month the reviewers will randomly contact parks to assess this area; surveys conducted on a monthly basis to determine if the website is accessible and functional; and whenever complaints are received from customers.

D. **Evaluation Procedures:** Evaluation of the Contractor's performance under Customer Service will be based on the following:

	<b>CUSTOMER SUPPORT - 40 POINTS</b>	<b>Method</b>	<b>U</b>	<b>S</b>	<b>E</b>	<b>Score</b>	<b>Rate</b>	<b>Total</b>
1.	Staff are knowledgeable about UniGuide Sign Standards	Ongoing					1.25	
2.	Availability of staff to respond to inquiries (in a professional and courteous manner)	Ongoing					1.25	
3.	Quality of information provided	Ongoing Completion					1.25	
4.	Communication system is efficient (i.e. maintains a record of NPS contacts, performs trouble shooting, and performs post-delivery follow-up)	Ongoing Completion					1.25	
5.	Website is accessible and functional	Ongoing Completion					1.25	
6.	Return and exchange procedures are implemented and maintained	Ongoing Completion					1.25	
7.	Reports are prepared and transmitted in a timely manner	Ongoing Completion					1.25	
8.	Installation Guidance is regularly available	Ongoing Completion Sampling					1.25	
	<b>Total score</b>							

**U – Unsatisfactory, S – Satisfactory, E – Excellent**

Comments:

5. **PROGRAM ADVANCEMENT – 40 PONTS**

A. **Primary Indicator:**

- (1) **Excellent Performance:** The Contractor demonstrates a genuine commitment to the consistent and successful use of UniGuide standards throughout the National Park System. The Contractor actively participates in developing and conducting training sessions, workshops, and conferences for park professionals that further the use of UniGuide standards. A plan and process to ensure continuous improvement of products and services is established and maintained. On-going research to improve sign designs and components, manufacturing processes, and related technologies are conducted. Recommendations are made on the use of environmentally preferable materials, manufacturing processes, materials, packaging, shipping, and related technologies. Innovation and improvement are the norm for operating the many processes within the system. Marketing accomplishments of the program are shown through the increase in the number of orders received for each sign category, the number of signs shipped for each sign category, and the value of all signs shipped during each quarter of the contract.
- (2) **Satisfactory Performance:** The Contractor practices a consistent use of UniGuide standards in projects throughout the National Park System. The Contractor attends training sessions and conferences for park professionals that further the use of UniGuide standards. The Contractor has made improvements on products and services. The Contractor is familiar with industry research on sign components, manufacturing processes, and related technologies including recommendations on the use of environmentally preferable materials. Marketing accomplishments of the program are shown through slight increase in the number of orders received for each sign category, the number of signs shipped for each sign category, and the value of all signs shipped during each quarter of the contract.

**Program Advancement** (Continued)

- (3) **Unsatisfactory Performance:** The Contractor does not demonstrate any commitment to a consistent and successful use of UniGuide standards throughout the National Park System. The Contractor does not actively participate in developing and conducting training sessions and conferences for park professionals that further the use of UniGuide standards. A plan and process to ensure continuous improvement of products and services is not established. The Contractor does not conduct on-going research to improve sign components, manufacturing processes. Recommendations are not made on the use of environmentally preferable materials, manufacturing processes, materials, packaging, shipping, and related technologies. Marketing accomplishments are not available. Orders for signs, number of sign shipped and the value of all signs shipped are significantly low.
- B. **Primary Method of Surveillance:** 100% complete, ongoing, and customer complaints
- C. **Level of Surveillance:** A minimum of twice per month the reviewers will randomly contact parks to assess this area; and whenever complaints are received from customers.

D. **Evaluation Procedures:** Evaluation of the Contractor's performance under Manufacturing will be based on the following:

	<b>PROGRAM ADVANCEMENT - 40 POINTS</b>	<b>Method</b>	<b>U</b>	<b>S</b>	<b>E</b>	<b>Score</b>	<b>Rate</b>	<b>Total</b>
1.	Teleconferences and conferences are efficient and effective	Ongoing, Completion					1.67	
2.	Continuous improvement to products and services is ongoing	Ongoing Completion					1.67	
3.	Research in all areas is ongoing	Ongoing Completion					1.67	
4.	Environmental concerns are considered and recommended	Ongoing Completion					1.67	
5.	Marketing of the program is ongoing <b>and effective</b>	Ongoing Completion					1.67	
6.	<b>Other noteworthy innovative areas</b>	Ongoing					1.65	
	<b>Total score</b>							

**U – Unsatisfactory, S – Satisfactory, E – Excellent**

**Comments:**